

8/15/95
Rev 9/25/95
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City of San Jose
DIRECTOR OF COMMUNICATION (U) (1671)

CLASS PURPOSE

Under general direction, performs work of considerable difficulty in planning, developing and coordinating the implementation of an overall public education and community information program for the City of San Jose. Distinguished from the Mayor/charter provided Public Information Officer in that this position is responsible for providing information to the public on all City services and programs and assists in an manages a number of City functions and operations. Performs related work as required.

TYPICAL DUTIES AND RESULTS (Any one position may not include all the duties listed, nor do the example cover all the duties which may be performed.)

Coordinates the work of the department public information officers and works closely with the City's Public Information Officer in the Mayor's Office.

Develops and distributes written and audio visual materials explaining City services and how to access these services.

Programs and manages the local government access Channel 35.

Makes presentations before community groups on services.

Works with the various school systems to develop educational modules and classroom materials on local government, work in public service and other subjects that will better acquaint students with the city starting at an early age.

Assists in the development of the City's telecommunication policy.

Oversees central telephone number operation (operators and voice mail).

Manages the City's awards and recognition application process. Writes articles and develops other methods for the City to receive regional, state and national recognition.

Typical End Results include:

Effective and efficient education and information delivery of City programs and services to the community and the coordination of all public information programs from all City departments.

DISTINGUISHING CHARACTERISTICS

This position will report directly to the City Manager. An employee in this class provides outreach to the full spectrum of the community to provide access to City services, requiring an in-depth knowledge of all city programs and services.

QUALIFICATIONS

Minimum Knowledges, Skills and Abilities

- Knowledge of modern principles of organization, administration and management.
- Knowledge of the principles, techniques, and methods of public information and community relations through outreach to the full spectrum of the community.
- Knowledge of the methods of preparing informational materials and disseminating them through the various media.

QUALIFICATIONS (Continued)

Minimum Knowledges, Skills and Abilities

- Knowledge of broadcast media principles and process, including public access televising.
- Knowledge of the organization and function of Federal, State and local governments.
- Knowledge of basic research and analysis methodology and techniques.
- Knowledge of report writing techniques.
- Knowledge of journalism and graphics principles.
- Ability to speak effectively before a wide range of public and private organizations and officials and media representatives.
- Ability to work closely and effectively with community outreach programs.

Competency Knowledges, Skills and Abilities

Knowledge of the policies, organization, functions and objectives of the City. Ability to effectively implement a public education and information program. Demonstrate strong writing skills and ability to translate complicated processes and issues into simple terms. Bilingual and bi-cultural in Spanish or Vietnamese is preferable.

Training and Experience

Any combination of training and experience equivalent to a Master's Degree in public administration, business administration, or a discipline related to the business performed by the department, and six (6) years of professional administrative experience for a major corporate or governmental entity, and must have managed a public education and information program for an extensive period of time.